

## ORDER



**Orders**  
**Order / Rev:** 186469  
**Alt Order #:**  
**Product Desc:** RNC-Romney  
**Estimate:** 451  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Rambler Production  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** President/RNC-Romney (R)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/05/12	45	\$42,285.00	\$35,942.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$42,285.00	\$35,942.25	0.00
<b>Totals</b>	<b>45</b>	<b>\$42,285.00</b>	<b>\$35,942.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/03/12	10/05/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A -- 222--	:30	6	\$625.00	P3	0.00	NM	6	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 222--		6		\$625.00		0.00				
N 2	KMGH	10/03/12	10/05/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a -- 111--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 111--		3		\$300.00		0.00				
N 3	KMGH	10/03/12	10/05/12	11A-12P News/KMGH CA 11A-12P News	CA	11A-12P -- 222--	:30	6	\$200.00	PREE	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 222--		6		\$200.00		0.00				
N 4	KMGH	10/03/12	10/05/12	The CHEW The CHEW	CA	1157A-1P -- 111--	:30	3	\$400.00	P2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 111--		3		\$400.00		0.00				
N 5	KMGH	10/03/12	10/05/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm -- 111--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 111--		3		\$450.00		0.00				
N 6	KMGH	10/03/12	10/05/12	5-530P News M-F/KMGH CA 5-530P News	CA	5P-530P -- 222--	:30	6	\$750.00	P3	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 222--		6		\$750.00		0.00				

Order / Rev: 186469  
 Alt Order #:  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: President/RNC-Romney (R)  
 Product Desc: RNC-Romney  
 Estimate: 451

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	KMGH	10/03/12	10/05/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P -- 111--	:30	3	\$2,050.00	P2	0.00 NM	3	\$6,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- 111--		3		\$2,050.00		0.00			
N 8	KMGH	10/03/12	10/05/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -- 222--	:30	6	\$2,360.00	P2	0.00 NM	6	\$14,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- 222--		6		\$2,360.00		0.00			
N 9	KMGH	10/03/12	10/05/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -- 222--	:30	6	\$1,000.00	P2	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- 222--		6		\$1,000.00		0.00			
N 10	KMGH	10/03/12	10/05/12	Nightline Nightline	CA	1037P-1103P -- 111--	:30	3	\$1,025.00	P2	0.00 NM	3	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- 111--		3		\$1,025.00		0.00			
											Totals	45	\$42,285.00